



WXYZ

ORDER

Flight Dates **10/31/12-11/06/12**

Contract / Revision **304384 /**

Original Date / Revision
07/11/12 08/21/12

Advertiser **Citizens Protecting Michigar**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	86	\$83,257.50	\$97,950.00	0.00	10/29/12	11/06/12	86	\$83,257.50	\$97,950.00
Totals	86	\$83,257.50	\$97,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/31/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun1-	11111	:30	6	\$2,000.00	P-4	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 11111		5				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,000.00		0.00			
N 2	WXYZ	10/31/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3				\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$400.00		0.00			
N 3	WXYZ	10/31/12	11/06/12	6am News M-F	CM	6-7am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00



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Print Date: 08/29/12

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Contract / Revision **304384** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 08/21/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Action News 6am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$900.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$900.00		0.00			
N 4	WXYZ	10/31/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--222--					6	\$900.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$900.00		0.00			
N 5	WXYZ	10/31/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$500.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$500.00		0.00			
N 6	WXYZ	10/31/12	11/06/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$750.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$750.00		0.00			
N 7	WXYZ	10/31/12	11/05/12	12p Noon News 12n-1p	CM	12-1pm M-F	1-111--	:30	4	\$500.00	P-4	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$500.00		0.00			
N 8	WXYZ	10/31/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1-111--	:30	4	\$600.00	P-4	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 9	WXYZ	10/31/12	11/05/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1-111--	:30	4	\$600.00	P-4	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
N 10	WXYZ	10/31/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1-111--	:30	4	\$800.00	P-4	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$800.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$800.00		0.00			
N 11	WXYZ	10/31/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1-111--	:30	4	\$900.00	P-4	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$900.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$900.00		0.00			
N 12	WXYZ	10/31/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	1--11--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--					2	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
N 13	WXYZ	10/31/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	1-111--	:30	4	\$1,200.00	P-4	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$1,200.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N13	WXYZ	10/31/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	1-111--	:30	4	\$1,200.00	P-4	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N14	WXYZ	10/31/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	1-111--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--111--					3	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N15	WXYZ	10/31/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1-111--	:30	4	\$1,800.00	P-4	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--111--					3	\$1,800.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
N16	WXYZ	10/31/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	1-111--	:30	4	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--111--					3	\$750.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$750.00		0.00			
N17	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$10,000.00		0.00			
N18	WXYZ	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$5,000.00		0.00			
N19	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
N20	WXYZ	11/03/12	11/03/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	2	\$2,500.00	P-4	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$2,500.00		0.00			
N22	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$3,000.00		0.00			
N23	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$350.00		0.00			
N24	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$350.00		0.00			
N25	WXYZ	11/04/12	11/04/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			



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Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N26	WXYZ	11/04/12	11/04/12	This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00	
				This Week SUN 10am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/29/12	11/04/12	-----S	1	\$2,500.00	0.00									
N27	WXYZ	11/04/12	11/04/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00	
				Su 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/29/12	11/04/12	-----S	1	\$750.00	0.00									
														Totals	86	\$97,950.00